truck industry news

Japanese pickups, heavies only gainers

'79 sales decline 15.4 pct.

Fuel problems and a slowdown in the economy in the second half caused a sharp decline in total new-truck sales in 1979, with only the Japanese-built compact pickups and heavy trucks showing increases over 1978.

The 12-month total, including the Toyota, Datsun and Mazda compact pickups, was an estimated 3,475,927 units, down 15.4 percent from the alltime high of 4,108,096 set in 1978. It was the third-best year in industry history. In 1977, the count was 3,673,572.

Sales of the Japanese entries and the heavies hit new highs in 1979, and while the big-truck market softened somewhat in the final three months of the year, there are no signs of any cooling in the torrid pace being set by the compact pickups.

Americans bought 465,703 of the Japanese compacts last year, an increase of 39 percent over the 335,030 units retailed in the previous year. The compacts are the Chevrolet LUV, Ford Courier, Dodge D-50, Plymouth Arrow, Toyota, Datsun and Mazda.

The heavies were up 10.2 percent over the previous high established in 1978. Last year, 223,275 Classes 7 and 8 units were retailed, compared with 202,640 in the previous year.

• Ford was No. 1 in retail sales for the third consecutive year, and for the seventh time in the 1970s.

Ford dealers sold 1,145,895 units during the year, 41,279 more than their principal competitors. Chevrolet dealers retailed 1,104,616 trucks over the 12-month span.

Philip E. Benton Jr., Ford Division general manager, predicted that Ford will retain its truck-sales leadership in 1980 and that by the mid-1980s, its dealers will be selling more trucks than Chevrolet and GMC combined.

"When the 1980 model trucks were introduced, Ford Division had a lead of only 20,000 units and it had taken nine months to get that much edge," he said at a news conference at which final 1979 figures were announced.

"During the next 40 days," he added, "we nearly doubled the lead, which is a measure of the market's response to the new products."

In 1979, sales of light trucks

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truck watch

By JACK WALSH

Battle looms on truck ride

Improved truck ride, in the opinion of the federal government, could result in a reduction of accidents, since, it claims, driver fatigue caused by discomfort is a major cause of human error.

NHTSA has said it is planning to conduct research into the effects of poor heavy-truck ride, with the intention of establishing standards for vehicle performance, maintenance and/or inspection.

The agency concedes there are a lot of questions that must be answered before the rulemaking process gets under way. Some of these questions, according to Harry Close, NHTSA's director of heavy-truck research, include:

What are the relationships among ride, fatigue and ability to drive safely? Is driver discomfort an indication of an unsafe condition? Is some rough ride necessary for driver alertness?

Should an overall ride standard be written or should there be separate standards for seats, suspension, wheels, tires and so forth? What is the role of loading and maintenance and how can these be controlled?

No matter what course NHTSA takes, it is more than unlikely that the agency and the industry will see eye-to-eye on what action, if any, is really needed or whether any benefits are cost efficient.

• Ray W. Murphy, research and development director, Freightliner Corp., had some harsh comments about truck ride at the recent annual SAE truck meeting in Fort Wayne, Ind.

"Before even considering regulations in this area," he said, "a correlation must be established between ride and safety. If such a correlation cannot be established, the government should forget about it and work on researching real safety problems."

Murphy expressed fears that government action would lead to "another regulation which will be a 'solution' to a nonproblem," and he cited the industry's experience with the illfated MVSS-121, which regulates braking requirements for heavy trucks equipped with air brakes.

"Billions of dollars were spent on the 121 brake system (which required an electronic wheellockup prevention device for

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Big Three December, full year truck sales

	December 1979	December 1978	Full Year 1979	Full Year 1978
Ford				
Vans	9,615	13,715	169,545	227,764
Courier	5,914	5,049	78,088	70,557
Ranchero	.....	.....	.....	.....
Bronco	5,254	7,473	69,724	82,343
Conventional pickups	48,879	62,769	736,037	886,039
Mediums	2,613	5,451	53,620	59,063
Heavies	2,267	3,548	38,881	39,952
Chevrolet				
Vans	8,747	14,202	166,850	203,998
LUV	7,333	5,893	100,192	67,035
El Camino	3,790	3,608	52,803	54,311
Blazer	3,585	5,800	57,734	85,880
Suburban	1,811	3,577	37,215	52,675
Conventional pickups	42,224	56,612	644,775	831,914
Mediums	2,760	3,184	41,373	40,598
Heavies	257	392	3,674	3,848
Chrysler				
Vans	9,322	19,018	164,442	297,187
Arrow	1,151	617	14,897	1,215
D-50	2,550	1,018	32,233	1,929
Trail Duster	443	626	5,678	7,350
Ramcharger	913	1,712	14,575	18,345
Conventional pickups	8,927	18,429	155,571	221,216
Mediums	.....	.....	.....	163
GMC				
Vans	2,491	3,192	41,587	51,485
Caballero	472	514	6,412	7,218
Jimmy	758	1,226	11,864	18,104
Suburban	376	750	6,984	11,247
Conventional pickups	11,160	13,966	166,564	207,706
P models	176	276	5,045	5,923
Mediums	1,440	1,622	28,670	28,016
Heavies	1,200	1,233	22,861	19,504
Motor homes	.....	40	376	2,049

Japanese pickups, heavies only gainers

1979 truck sales decline 15.4 pct.

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were down 18 percent from the record established the previous year, from 3,741,349 units to 3,101,037, with losses for all types of vehicles except the compact pickups.

Mediums dropped from 164,107 sales in 1978 to 151,620 last year, a decrease of 7.6 percent. Medium trucks have been on the decline since reaching their 1970s peak of 254,396 in 1973.

The Motor Vehicle Manufacturers Assn. reported that the number of unsold trucks in retailer inventory continued to decline in the final month of 1979.

On Dec. 31, the association said, there were 803,470 new trucks in stock, only 5.2 percent higher than the 763,870 units on hand at the same time in 1978. On three occasions during the year — May, June and July — the total topped the million mark. The high occured in June, when there were 1,086,480 units in stock.

Going into 1980, retailers had 711,655 light trucks in inventory, an increase of 7.2 percent over the year-earlier 664,011. Mediums were down 15.6 percent, from 47,502 at the start of 1979 to 40,078. Unsold heavies on Jan. 1 totaled 51,737 units, down 1.2 percent from the previous year's 52,357.

MVMA reported that dealers franchised by U.S. truck manufacturers and factory outlets retailed 3,235,634 units in calendar 1979, a decline of 17.3 percent from the alltime high of 3,913,902 sold in 1978.

In December, they retailed 207,250 trucks of all types, down 26.5 percent from the year-earlier 282,138, the high for the month. Including the Toyota, Datsun and Mazda sales, the total for the final month of 1979 was 226,561 units, off 24.2 percent from the previous year's 24.2 percent.

• Ford's 1,145,895 sales for calendar 1979 were down 16 percent from the record 1,365,718 units retailed in 1978. The 12-month total included 78,088 Courier compact pickups, up 10.7 percent over the year-earlier 70,557 and a new high for the nameplate.

During the final month, Ford dealers sold 74,542 vehicles, including 5,914 Couriers, a decline of 24 percent from the previous December's 98,005. The 1978 figures included 5,049 Courier sales.

Chevrolet's 1979 sales — 1,104,616 — were down 17.6 percent from the alltime high of 1,340,259 established in 1978. Sales of the LUV compact pickup topped the 100,000 mark for the first time ever in 1979. The total of 100,192 was 49.5 percent higher than the previous year's 67,035, the previous record.

In December, Chevrolet said its dealers retailed 70,507 vehicles, off 24.4 percent from the year-earlier 93,268. The count included 7,333 LUVs, compared with 5,893 in the same month in 1978.

Chrysler reported that its Dodge and Chrysler-Plymouth dealers retailed 387,396 vehicles in 1979, down 29.2 percent from the previous year's 547,405, the calendar-year high.

The 12-month total included 32,233 Dodge D-50 compact pickups, compared with 1,929 in the final quarter of the previous year, and 14,897 Plymouth Arrow compacts, as against 1,215 in 1978. The small trucks were offered for the first time at the start of the '79 model year.

• Dodge and Chrysler-Plymouth dealers retailed 23,306 units in December, a decline of 43.7 percent from the year-earlier 41,420, the December record. The total included 2,550 D-50s, compared with 1,018 in 1978, and 1,151 Arrows, as against the prior year's 617.

Although sales were down 17.4 percent, last year was the third-best ever for GMC Truck & Coach Division. Its dealers sold 290,363 units during the year, compared with 351,257 in 1978, the alltime 12-month high.

In December, dealers retailed 18,073 vehicles, down 20.8 percent from the record 22,819 units sold in the same month the previous year.

Sales of four-wheel-drive Jeep vehicles in 1979 totaled 140,431 units, a drop of 13.3 percent from the record 161,912 retailed in the previous year. In December, dealers sold 10,773 units, off almost 30 percent from the year-earlier 15,220.

Calendar-year records were reported by the importers of the Toyota, Datsun and Mazda compact pickups.

Toyota dealers retailed 130,075 units over the 12-month span, an increase of 37.1 percent over the year-earlier 94,882. In the final month, 10,911 vehicles were sold, up 7.4 percent over the previous year's 10,157.

Datsun's 1979 sales were 7.7 percent higher than the previous year, 101,914 versus 94,604. Dealers retailed 7,814 vehicles in December, a gain of 21 percent over the 6,456 sold in 1978.

During 1979, Mazda dealers retailed 8,304 pickups, an increase of 76.4 percent over the previous year's 4,708. The December total was 105.6 percent higher than the 1978 count, 586 versus 285.

IMACA plans meeting

DALLAS. — The International Mobile Air Conditioning Assn. (IMACA) will hold its International Trade Show and annual Convention, January 24-25, here at the Loews Anatole Hotel.

Once a staid business

Auto-oil market in flux

FAIRFIELD, N. J.—U. S. sales of automotive motor oils sold through retail outlets to consumers will remain static at $1 billion over the next five years.

However, the major characteristics of the market will change, according to Kline & Co., marketing consultants, as the popularity of automobiles with smaller engines increases and suggested drain intervals are extended by automobile manufacturers.

In addition, changing automotive design and technology, consumer acceptance of oils which increase gasoline mileage, and other new developments will also stimulate this once staid industry.

Some of these new developments, according to Kline, include an increasing number of cars that have smaller crankcases; auto makers are recommending more mileage between oil changes; synthetic lubricants and motor oils with syn-

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Once a staid business

Changes due in auto oil industry

Continued from Page 18

thetic additives are gaining in popularity; sales of diesel-powered vehicles are growing.

Also, sales through nontraditional outlets are growing at a faster rate than those sold through traditional outlets; private-label brands are gaining a larger share of the market; resealable bulk containers are gaining acceptance with do-it-yourselfers; and rerefiners of motor oils are looking for a share of the aftermarket.

Although gasoline stations are the largest retail outlets for motor oils, the major oil companies are not the leading suppliers of these products, Kline reports.

• Instead two independent oil companies Quaker State and Pennzoil, with 14 percent and 12 percent shares of the market, respectively, are the leaders.

Unlike the major oil companies which emphasize sales of gasoline and view motor oil as secondary, both Pennzoil and Quaker State support their motor oil businesses with substantial resources. In addition, strong market share and leadership are important parts of both companies' business strategies for motor oil.

The remaining suppliers in this business are primarily major oil companies. However, Ashland, an independent oil company; Witco, a major chemical company; and Sears, the nation's largest retailer, are also important factors, Kline reports.

The distribution of automotive motor oils is very complex, according to Kline.

In general, these products are sold primarily by manufacturers under their own trade names direct to retail outlets and distributors. These middlemen including warehouse distributors, discount feeders, and other wholesalers distribute motor oils direct to retailers, but also to such resellers as automotive and oil company jobbers.

Over the last five years, such nontraditional outlets for motor oils as mass merchandisers and department stores have rapidly gained importance and today are competing with service stations for the largest share of sales, Kline said.

However, grocery stores and supermarkets are now the fastest growing retail outlets for oils as women increase their purchase of these products.

• Over the next five years, total sales of automotive motor oil will remain constant or even decline, but a proliferation of new products is expected to meet the changing needs of consumers and the demand of new automotive technology.

Products which improve gasoline mileage and are easily used by do-it-yourselfers will readily gain acceptance, Kline said.

Kline said its first continuing review of the market for automotive motor oil is now underway. The survey, scheduled for completion in mid-1980, will be based on 2,000 interviews with manufacturers, marketers, wholesalers, and other industry factors.

Each subscriber will receive a detailed base report and six months after its completion, an update review highlighting any significant changes or new developments.

The new business review is available only on subscription from Charles H. Kline & Co., 330 Passaic Ave., Fairfield, N. J. 07006.

LEADING SUPPLIERS OF BRANDED MOTOR OIL 1979

(Estimated Market Shares)

Company	Percent of Total Market
Quaker State	14
Pennzoil	12
Texaco	9
Ashland	6
Exxon	5
Gulf	5
Mobil	5
Kendall (Witco)	5
Shell	4
Standard Oil (Ind.)	4
Standard Oil of Calif.	3
Atlantic Richfield	3
Phillips Petroleum	3
Sears	3
Burmah-Castrol	2
Sun Oil	2
Union Oil	2
Wolf's Head (Pennzoil)	2
Quaker Oil (Texstar)	1
Amalie (Witco)	1
Continental Oil	1
Cities Service	1
All Other	7
TOTAL	100

Source: C. H. Kline & Co.

factories list auction dates

American Motors

Jan. 22—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Colorado Auto Auction, 6955 E. 50th St., Denver, Colo.; Ohio Auto Auction, Grove City, O.

Jan. 24—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Jan. 25 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Jan. 30—Dallas Auto Auction, Grand Prairie, Tex.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

AMC sales are open to all dealers.

Chrysler Corp.

Jan. 21—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Jan. 22—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

Jan. 23—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Jan. 24—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

Jan. 25 — Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

Jan. 28—Southeastern Recon, 1027 Pearl St., Darlington, S. C.

Jan. 29—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Metro Auto Auction of Kansas City, 101 W. Oldham, Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

Jan. 30—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.

Jan. 31—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

Jan. 22—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Jan. 23—Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 24—Northway Exchange, Rte. 146, Clifton Park, N. Y.

Jan. 29—Colorado Auto Auction, 6955 E. 50th Ave., Denver.

Jan. 30 — South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; California Dealers Exchange, 1320 N. Tustin Ave., Anaheim, Calif.

Jan. 31—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Used car sales
Auction averages

January to date	$3,161
Month ago	$3,300
Year ago	$3,377

Model breakdown
Auction averages

	January to Date	Dec.	Nov.
1980	$5,828		
1979	5,351	$5,608	$5,566
1978	3,706	3,741	4,028
1977	2,817	3,043	3,179
1976	2,249	2,297	2,433
1975	1,813	1,828	1,870
1974	1,467	1,409	1,450
1973	1,104	1,120	1,106
Overall Average	$3,161	$3,262	$3,293

used-car auction directory

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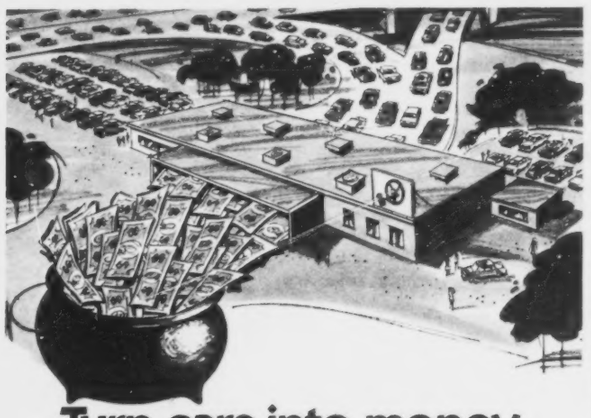

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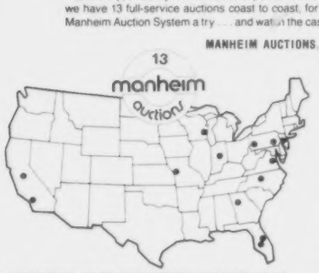

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Industry total is 92,618 for week

GM now building 75 pct. of cars

By Michele Raqpepau
Staff Writer

General Motors has increased its substantial possession of year-to-date car production to three-fourths of the total.

For the first 19 days of 1980, 74.97 percent of total production was GM's.

The breakdown for the other auto makers was: Ford Motor Co., 14.91 percent; Chrysler Corp., 6.63 percent; American Motors, 2.59 percent; Volkswagen of America, 0.86 percent, and Checker, 0.04 percent.

The year-to-date figure has dropped 42.63 percent to 293,280 from the 511,179 autos produced by Jan. 20, 1979.

Scheduled production last week of 92,618 cars decreased 17.27 percent from the previous week's figure of 111,955, and 39.76 percent from the equivalent week of 1979.

There were 19 plants down last week: Ford Atlanta, Chicago, Louisville, Los Angeles, Mahwah, Metuchen, St. Louis, Wayne, Dearborn, and Kansas City; Chrysler Lynch Road, Newark and St. Louis; GM Pontiac, Cadillac in Detroit, Fairfax, Leeds, South Gate and Fremont.

GM closed the Fisher Body plant in Pontiac and Fleetwood in Detroit last week.

Also down was the VWoA Westmoreland plant because of a strike at its West Charleston stamping plant. Operations will resume when the strike is settled.

Chrysler's Newark and St. Louis points are down for retooling, resuming operations today (Jan. 21). GM's Fremont operation is down to change the paint system and will reopen Jan. 28.

Down this week at General Motors are Pontiac and the adjoining Fisher Body plant, and Leeds for the second of two weeks. Also down are the Lansing plant and the adjoining Fisher Body operation as well as the Fremont point.

Ford will suspend production at its Wixom plant for two weeks beginning today (Jan. 21) and at its Lorain point for one week. Wixom builds the Lincoln and Mark VI and Lorain the Cougar XR-7 and Thunderbird.

There were two plants slated for Saturday overtime: GM Oklahoma City and St. Louis (Corvette line only).

Truck production slides 23 pct. to 29,480 for week

U. S. truck production continued at a snail's pace last week as the truck makers closed several points to balance high inventories.

Planned production last week was 29,480, down 23.84 percent from the 38,708 built the previous week and 60.34 percent from the 74,334 assembled in the year-ago week.

For the year, truck output has also taken a nosedive, falling 58.44 percent to 96,584 from the 232,403 completed through Jan. 20, 1979.

Plants down last week were: Chrysler Missouri and Warren; Ford Kansas City, Lorain and the adjoining Avon Lake operation, Norfolk, San Jose and Twin Cities; and General Motors Lordstown (vans only), Pontiac and Fremont. The Fremont point is down to change paint systems, reopening Jan. 28.

Volkswagen of America's Westmoreland point is down because of a parts shortage caused by a strike at its West Charleston stamping plant.

International Harvester is still down because of a contract strike.

GM's Pontiac point and Ford's San Jose and Twin Cities operations continue downtime this week.

Ford will continue downtime at its Norfolk truck plant this week and will also close the Kentucky truck facility for one week beginning today (Jan. 21).

All operations are scheduled to resume Jan. 28.

Canadian cars rise for week, but trail 1979

Car and truck production in Canada last week was below year-ago figures because of a slump in sales in the U. S.

Planned car production was 16,025 units, down 28.09 percent from the 22,286 built in the same week in 1979, but up 3.62 percent from the 15,465 built the previous week.

Truck production of 10,646 last week was comparable to the 10,655 built in the previous week but down 29.90 percent from the 15,189 built in the year-ago week.

Ford's Oakville and St. Thomas plants have been closed for the past two weeks to cut inventories but will reopen today (Jan. 21). Oakville is scheduled to close the week of Jan. 28, also to deplete inventories.

The Chrysler Pillette Rd. truck point has been closed since the week of Dec. 17 to diminish inventories, and the Windsor car plant is planning to shut down today (Jan. 21) for the same reason. Chrysler Pillette Rd. is scheduled to reopen Jan. 28.

General Motors is planning to close its Oshawa plant the week of Jan. 28 to cut dealer inventories.

American Motors is still planning to eliminate the second shift at its Brampton plant beginning the last week in January. A company spokesman said the move is still pending.

U. S. CAR PRODUCTION

	Week Ended Jan. 19, 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19, 1980
AMERICAN MOTORS	3,800*	1,500	3,800*	7,600*	6,616	7,600*
Gremlin	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Matador	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	6,020	11,342	7,746	19,439	51,292	19,439
Plymouth Total	3,150	3,718	3,653	9,231	16,974	9,231
Horizon	3,150	1,862	3,261	8,222	9,212	8,222
Volare	.....	1,856	1	469	7,604	469
'80 Gran Fury	.....	.....	391	540	.....	540
Caravelle	.....	.....	.....	.....	158	.....
Chrysler Total	.....	2,946	818	1,339	13,766	1,339
Chrysler	.....	2,318	818	1,339	6,544	1,339
LeBaron	.....	628	.....	.....	7,222	.....
Dodge Total	2,870	4,678	3,275	8,869	20,552	8,869
Omni	2,870	1,403	2,859	7,590	7,217	7,590
St. Regis	.....	1,339	415	717	4,280	717
Diplomat	.....	564	.....	.....	3,653	.....
Aspen	.....	1,372	1	562	5,402	562
FORD MOTOR	9,870	44,705	9,349	43,737	151,948	43,737
Ford Division	4,000	27,859	7,052	29,504	96,432	29,504
Pinto	.....	2,810	.....	2,262	8,143	2,262
Mustang II/Mustang	1,687	6,493	4,230	9,652	22,234	9,652
Fairmont	.....	3,247	2,822	6,793	12,296	6,793
Granada	.....	3,538	.....	2,025	11,543	2,025
LTD II	.....	874	.....	.....	2,786	.....
Thunderbird	2,313	3,364	.....	5,916	15,149	5,916
Ford	.....	7,533	.....	2,856	24,281	2,856
L-M Division	5,870	16,846	2,297	14,233	55,516	14,233
Mercury Total	2,605	12,261	1,018	9,549	42,568	9,549
Bobcat	.....	862	.....	174	2,284	174
Capri	413	1,798	.....	1,299	4,901	1,299
Zephyr	.....	1,032	1,018	2,139	4,033	2,139
Monarch	.....	2,134	.....	715	6,425	715
Cougar/XR7	2,192	4,076	.....	3,671	13,490	3,671
Mercury	.....	2,359	.....	1,551	11,435	1,551
Lincoln Total	3,265	4,585	1,279	9,684	12,948	4,684
Lincoln	1,175	2,194	1,279	2,454	6,154	2,454
Versailles	.....	583	.....	140	1,745	140
Mark VI	2,090	1,808	.....	2,090	5,049	2,090
GENERAL MOTORS	72,828	93,314	91,060	219,873	294,436	219,873
Buick Division	14,778	14,819	18,096	42,171	44,020	42,171
Skyhawk	.....	545	.....	.....	1,131	.....
Skylark/'79-'80	4,448	.....	5,493	13,080	.....	13,080
Century	2,999	1,080	2,778	7,047	3,085	7,047
Regal	3,841	4,941	3,611	9,151	16,207	9,151
Buick	2,200	6,972	4,930	9,548	19,616	9,548
Riviera	1,290	1,281	1,284	3,345	3,981	3,345
Cadillac Division	.....	7,890	7,015	11,101	24,942	11,101
Seville	.....	1,227	1,204	1,852	3,571	1,852
Cadillac	.....	4,958	4,550	7,309	16,063	7,309
Eldorado	.....	1,705	1,261	1,940	5,308	1,940
Chevrolet Division	34,339	36,088	35,497	94,289	125,296	94,289
Chevette	8,740	5,924	9,191	23,423	17,657	23,423
Monza	3,100	3,334	3,230	8,007	9,437	7,007
Camaro	2,864	5,474	2,557	6,603	18,171	6,603
Nova/Citation	9,337	.....	9,144	24,959	.....	24,959
Malibu	2,793	7,693	5,625	11,669	25,062	11,669
Monte Carlo	1,545	6,054	3,527	7,156	19,371	7,156
Chevrolet	4,800	6,652	1,224	9,713	32,811	13,693
Corvette	1,160	957	999	2,759	2,787	2,759
Oldsmobile Division	14,725	20,183	16,437	41,052	56,123	41,052
Starfire	.....	390	.....	.....	1,080	.....
Omega/'79-'80	2,225	.....	1,849	5,183	.....	5,183
Cutlass	6,670	8,984	7,101	17,994	25,238	17,994
Oldsmobile	4,800	9,508	6,441	15,235	25,598	15,235
Toronado	1,030	1,301	1,046	2,640	4,207	2,640
Pontiac Division	8,986	14,334	14,015	31,260	44,055	31,260
Acadian†	460	331	205	754	905	754
Sunbird	3,300	2,101	2,969	7,886	4,942	7,886
Phoenix/'79-'80	2,636	.....	2,513	6,980	.....	6,980
Firebird	2,160	4,045	1,757	4,779	13,887	4,779
LeMans	430	2,128	1,375	2,563	6,471	2,563
Grand Prix	.....	1,945	2,415	3,844	5,944	3,844
Pontiac	.....	3,784	2,781	4,454	11,906	4,454
VOLKSWAGEN	.....	2,769	.....	2,531	6,584	2,531
CHECKER	100	109	.....	100	303	100
Total Cars, U. S.	92,618	153,739	111,955	293,280	511,179	293,280

CANADIAN CAR PRODUCTION

	Week Ended Jan. 19, 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19, 1980
CHRYSLER CORP.	3,192	4,400	2,830	7,408	12,288	7,408
FORD MOTOR	576	5,107	336	4,778	19,748	4,778
GENERAL MOTORS	12,032	12,599	12,074	31,230	36,581	31,230
VOLVO	225	180	225	585	504	585
Total Cars, Canada	16,025	22,286	15,465	44,001	69,121	44,001
N. American Cars	108,643	176,025	127,420	337,281	580,300	337,281
N. American Trucks	40,126	89,523	49,363	125,056	232,403	125,056
North American Cars and Trucks	148,769	265,548	176,783	462,337	854,974	462,337

†—All Acadians are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 19, 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19, 1980
CHEVROLET	13,288	22,785	13,993	34,335	70,683	34,335
DODGE/PLYMOUTH	1,200	12,325	1,247	5,171	34,090	5,171
FORD	6,977	24,581	15,003	35,153	84,817	35,153
GMC	3,445	6,173	3,955	9,779	19,095	9,779
INTERNATIONAL	.....	2,824	.....	.....	7,927	.....
MACK	620	766	560	1,519	1,902	1,519
WHITE	200	330	200	455	861	455
JEEP	2,500*	3,300	2,500*	6,500*	9,240	6,500*
AM CORP.	450*	350	450*	1,172*	1,088	1,172*
VOLKSWAGEN	.....	.....	.....	360	.....	360
MISCELLANEOUS	800	900	800	2,140	2,700	2,140
Total Trucks, U. S.	29,480	74,334	38,708	96,584	232,403	96,584

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 19, 1980	Same Week 1979	Week Ended Jan. 12, 1980	Jan. to Date	Jan. 1 to Jan. 20, 1979	Jan. 1 to Jan. 19, 1980
CHRYSLER CORP.	.....	2,107	.....	.....	5,371	.....
FORD MOTOR	3,238	5,045	3,183	9,044	13,938	9,044
GENERAL MOTORS	5,758	6,237	6,137	15,644	18,112	15,644
AMERICAN MOTORS	1,060	1,184	1,060	2,756	3,220	2,756
INTERNATIONAL	465	461	152	709	1,165	709
MACK	60	70	60	154	227	154
WHITE	65	85	63	165	218	165
Total Trucks, Canada	10,646	15,189	10,655	28,472	42,271	28,472
N. American Trucks	40,126	89,523	49,363	125,056	232,403	125,056

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.